

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An information service system, comprising:
 - a database server that receives and stores information on entities within a predetermined area;
 - a data transmission server at a prescribed location that communicates with a customer's mobile terminal and communicates the information on the entities to the customer's mobile terminal, when the customer is within the predetermined area; ~~and~~
 - an operation server that controls the database server and the data transmission server; and
 - a sudden information data transmission device, installed within the predetermined area, that radio-transmits sudden event information when a sudden even is generated by one of the entities,
 - wherein the sudden event information is transmitted at different times than the information on the entities.

2. (Original) The system of claim 1, wherein a radio data transmitter/receiver is installed in the data transmission server and the customer's mobile terminal, respectively, for a mutual radio data transmission/reception.

3. (Canceled).

4. (Currently Amended) The system of claim ~~[[3]]~~ 1, wherein the sudden information data transmission device communicates by a short-distance radio transmission.

5. (Currently Amended) The system of claim ~~[[3]]~~ 1, wherein a radio data transmitter/receiver is installed in the sudden information data transmission device to support the radio transmission.

6. (Original) The system of claim 1, wherein the prescribed location is within the predetermined area.

7. (Original) The system of claim 6, wherein the predetermined area is a building.

8. (Original) The system of claim 6, wherein the predetermined area is a building and the vicinity of the building.

9. (Original) The system of claim 1, wherein the data transmission server communicates directly with the customer's mobile terminal.

10. (Original) The system of claim 1, wherein the data transmission server communicates indirectly with the customer's mobile terminal.

11. (Original) The system of claim 10, wherein the data transmission server communicates with the customer's mobile terminal through a third-party wireless communication gateway.

12. (Currently Amended) A method of operating an information service system, comprising:

determining whether a potential customer is within a prescribed area;

obtaining general information about a product of a vendor from a database server;

and

transmitting the general information between a data transmission server and a customer's mobile terminal if the potential customer is within the prescribed area;

receiving sudden event information from a network of a specified vendor, if a sudden event is generated by the specified vendor; and

registering the received event information in the database server and radio-transmitting the event information to the customer's mobile terminal, located within a range where reception by the mobile terminal is possible, by controlling a respective sudden information data transmission section,

wherein the sudden event information is transmitted at different times than the general information.

13. (Currently Amended) The method of claim 12, wherein the data transmission server transmits the general information to the mobile terminal by a wired or a radio medium.

14. (Currently Amended) The method of claim 12, further comprising receiving customer information, regarding the mobile terminal, with the data transmission server while transmitting the ~~vendor~~ general information to the mobile terminal.

15. (Original) The method of claim 14, wherein the customer information comprises at least one of a phone number of the mobile terminal and an Internet Protocol (IP) used by the mobile terminal.

16. (Canceled).
17. (Original) The method of claim 12, wherein the prescribed area is a building.
18. (Original) The method of claim 12, wherein the prescribed area is a building and the vicinity of the building.
19. (Original) The method of claim 12, wherein the data transmission server communicates directly with the customer's mobile terminal.
20. (Original) The method of claim 12, wherein the data transmission server communicates indirectly with the customer's mobile terminal.
21. (Original) The method of claim 20, wherein the data transmission server communicates with the customer's mobile terminal through a third-party wireless communication gateway.
22. (Currently Amended) A method of operating an information service system, comprising:
 - confirming an entry of a customer into a building;

obtaining information regarding a mobile terminal of the customer, when the customer visits the building, and registering the obtained information in a database server;

awaiting a sudden event from a vendor in the building; and

obtaining sudden event information and transmitting the obtained sudden event information to the customer's mobile terminal, in the building, when the sudden event arrives from the vendor,

wherein the sudden event information is radio-transmitted to the customer's mobile terminal, located within a range where reception by the mobile terminal is possible, by controlling a respective sudden information data transmission section installed within the building, and

wherein the sudden event information is transmitted to indicate a sudden sale occurring in the building.

23. (Canceled).

24. (Currently Amended) A method of operating an information system, comprising:

confirming a passage of a customer through an entry way of a building;

judging whether the customer enters or leaves the building, if the passage of the customer is confirmed; and

updating a database server with resultant information of the judgement,
wherein judging whether the customer enters or leaves the building comprises:
obtaining customer information regarding a mobile terminal of the customer;
determining whether the customer information is stored in the database server;
judging that the customer is entering the building and temporarily storing the
customer information in the database server, if the customer information is not stored in the
database server; and
judging that the customer is leaving the building and deleting the stored
customer information, if the customer information is stored in the database server.

25. (Canceled).

26. (Original) The method of claim 24, wherein the judgment of whether the customer enters or leaves the building is based on information regarding a mobile terminal of the customer received from a mobile communication network that can identify a location of the mobile terminal.

27. (Original) The method of claim 26, further comprising:
temporarily registering the information regarding the mobile terminal in the database server, if the information received from the mobile communication network

indicates that the corresponding mobile terminal has come into the building; and
deleting the information regarding the mobile terminal temporarily stored in
the database server, if the information received from the mobile communication network
indicates that the corresponding mobile terminal has left the building.

28. (Currently Amended) An information server, comprising:
a location server that determines whether a subscriber terminal has entered or
left a predetermined area;
a database server that stores information; and
a data transmission server that communicates the stored information to the
subscriber terminal when the subscriber terminal is determined to be within the
predetermined area,

wherein:

the data transmission server communicates with the subscriber terminal when
the subscriber terminal comes within communication range of the data transmission server;

the location server registers identification information received from the
subscriber terminal in the database server, if the subscriber terminal is not currently
registered;

the location server determines that the subscriber terminal has entered the
predetermined area, if the subscriber terminal is not currently registered when the location

server receives the identification information; and

the location server determines that the subscriber terminal has left the predetermined area, if the subscriber terminal is currently registered when the location server receives the identification information.

29. (Canceled).

30. (Original) The information server of claim 28, wherein:

the location server receives identification information of the subscriber terminal from a network server, if the network server detects that the subscriber terminal is located near the predetermined area for a predetermined period of time;

the location server receives subsequent identification information of the subscriber terminal from the network server, if the network server detects that the subscriber terminal has

left the predetermined area after being located within the predetermined area for the predetermined period of time; and

the location server determines whether the subscriber terminal has entered or left the predetermined area based on the identification information and the subsequent identification information.

31. (Currently Amended) An information service method, comprising:

determining whether a subscriber terminal has entered or left a predetermined area;

storing information in a database server; ~~and~~

communicating the stored information to the subscriber terminal when the subscriber terminal is determined to be within the predetermined area;

communicating with the subscriber terminal when the subscriber terminal comes within communication range of a data transmission server;

registering identification information received from the subscriber terminal in the database server, if the subscriber terminal is not currently registered;

determining that the subscriber terminal has entered the predetermined area, if the subscriber terminal is not currently registered when the location server receives the identification information; and

determining that the subscriber terminal has left the predetermined area, if the subscriber terminal is currently registered when the location server receives the identification information.

32. (Canceled).

33. (Currently Amended) The method of claim 31, ~~wherein~~ further comprising:
receiving identification information of the subscriber terminal from a network server, if the network server detects that the subscriber terminal is located near the predetermined area for a predetermined period of time;

receiving subsequent identification information of the subscriber terminal from the network server, if the network server detects that the subscriber terminal has left the predetermined area after being located within the predetermined area for the predetermined period of time; and

determining whether the subscriber terminal has entered or left the predetermined area based on the identification information and the subsequent identification information.

34. (Original) The method of claim 31, wherein the information stored in the database is obtained from vendors within the predetermined area.

35. (New) The system of claim 1, wherein the sudden event information includes a short-term discount selling or issuance of discount tickets.

36. (New) The method of claim 12, wherein the sudden event information includes a short-term discount selling or issuance of discount tickets.

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37. (New) The method of claim 22, wherein the sudden event information includes a short-term discount selling or issuance of discount tickets.